

Principles of Web Design

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***Principles of Web Design* is published by Course Technology.**

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Page 52, “A Screen is Not a Page,” taken from William Horton, *Designing and Writing Online Documentation*. (New York: John Wiley and Sons, 1994), 219.

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ISBN 0-619-01526-8

Printed in Canada

1 2 3 4 5 6 7 8 9 WC 04 03 02 01 00



Preface

Principles of Web Design will help you plan and develop well-designed Web sites that combine effective navigation with the balanced use of graphics, text, and color. You will learn how to create Web sites that let users easily and quickly access your information, regardless of browser type, connection speed, or computing platform. Whether you are building a site from scratch or redesigning an existing site, the principles presented in this text will help you deliver your Web content in a more interesting, accessible, and visually exciting way.

THE INTENDED AUDIENCE

Principles of Web Design is intended for the individual that has a knowledge of HTML and wants to apply those skills to the task of designing attractive, informative Web pages. To work effectively with the content of this book you need to understand the basics of HTML at the code level. You may have taken an introductory class in HTML, or taught yourself HTML with the help of a book or the Web. You should be able to build a simple Web page that includes text, hyperlinks, and graphics. Additionally you should be comfortable working with computers and know your way around your operating system, whether Windows, Macintosh, or UNIX.

THE APPROACH

As you progress through the book, you will practice design techniques by studying the supplied coding samples, looking at the example pages and Web sites, and applying the principles to your own work. Each chapter will conclude with a summary, project ideas, and review section that highlight and reinforce the major concepts of each chapter. To complete the case study project you should complete each chapter in sequence.

OVERVIEW OF THIS BOOK

The examples and exercises in this book will help you achieve the following objectives:

- Apply your HTML skills to building designed Web pages
- Effectively use graphics, typography, color, and navigation in your work
- Understand the effects of browser and computing platform on your design choices

- Learn to build portable, accessible Web sites that clearly present information
- Gain a critical eye for evaluating Web site design

In **Chapter 1** you will explore the variables in Web design and learn how Web browser, connection speed, and other factors affect your work. You will also explore the current state of HTML and get a preview of the new markup languages that will change the future of the Web. **Chapter 2** covers the basic design principles that you will apply as you work through the book. You will look at a variety of Web sites and learn to focus on both the users' needs and information requirements of your site. In **Chapter 3** you will learn about the process of planning your Web site before you start coding. You will also learn about important file naming and directory conventions, as well as create a flowchart that depicts the information structure of your site. **Chapter 4** discusses basic navigation principles and how to build navigation schemes that meet your user's needs with the creative use of hypertext linking. **Chapter 5** explains how you can use the HTML table elements to create page templates and take a page concept from design to HTML code. **Chapter 6** demonstrates the principles of using creative typographic design in the Web environment, and focuses on using Cascading Style Sheets to manipulate a wide variety of type properties. **Chapter 7** explains the effective use of images and color on your Web site, including image file formats, correct use of the `` element, and computer color basics. **Chapter 8** discusses the benefits and drawbacks of HTML frames, and explains how frames can be the solution for solving specific information design problems. Finally, in **Chapter 9** you will learn how to publish your site to the Web and plan for ongoing site maintenance and updates.

FEATURES

Principles of Web Design contains many teaching aids to assist with learning.

- **Chapter Objectives:** Each chapter in this book begins with a list of the important concepts to be mastered within the chapter. This list provides you with a quick reference to the contents of the chapter as well as a useful study aid.
- **Illustrations and Tables:** Illustrations help you visualize common components and relationships. Tables list conceptual items and examples in a visual and readable format.
- **Tips:** Chapters contain Tips designed to provide you with practical advice and proven strategies related to the concept being discussed.
- **Chapter Summaries:** Each chapter's text is followed by a summary of chapter concepts. These summaries provide a helpful way to recap and revisit the ideas covered in each chapter.
- **Review Questions:** End-of-chapter assessment begins with a set of approximately 15 to 20 review questions that reinforce the main ideas introduced in each chapter. These questions ensure that you have mastered the concepts and have understood the information you have learned.



Hands-on Projects: Although it is important to understand the concepts behind Web design topics, no amount of theory can improve on real-world experience. To this end, along with conceptual explanations, each chapter provides Hands-on Projects related to each major topic aimed at providing you with practical experience. Some of these include researching information from people, printed resources, and the Internet, as well as installing and using some of the technologies discussed. Because the Hands-on Projects ask you to go beyond the boundaries of the text itself, they provide you with practice implementing Web design skills in real-world situations.



Case Projects: The case projects at the end of each chapter are designed to help you apply what you have learned to business situations much like those you can expect to encounter as a Web designer. They give you the opportunity to independently synthesize and evaluate information, examine potential solutions, and make recommendations, much as you would in an actual design situation.

TEACHING TOOLS

The following supplemental materials are available when this book is used in a classroom setting. All of the teaching tools available with this book are provided to the instructor on a CD-ROM or are available on the World Wide Web.

Companion Web Site. The *Principles of Web Design* companion Web site contains a wealth of information that supports the material in the book. You will find all of the code and sample HTML pages as well as links to all of the example Web sites and software resources. You can copy the code into your text editor and adapt the samples to your own work. Since the Web is a constantly changing medium, you will find updated information and links that have changed since the book was written. Additionally, you can find a number of resources, such as an online color chart, only at the Web site. Visit the site at <http://www.course.com/downloads/webwarrior/sklar>

Electronic Instructor's Manual. The Instructor's Manual that accompanies this textbook includes:

- Additional instructional material to assist in class preparation, including suggestions for lecture topics.
- Solutions to all end-of-chapter materials, including the Review Questions, and when applicable, Hands-on Projects and Case Projects.

Course Test Manager 1.2. Accompanying this book is a powerful assessment tool known as the Course Test Manager. Designed by Course Technology, this cutting-edge Windows-based testing software helps instructors design and administer tests and pre-tests. In addition to being able to generate tests that can be printed and administered, this full-featured program also has an online testing component that allows students to take tests at the computer and have their exams graded automatically.

PowerPoint presentations. This book comes with Microsoft PowerPoint slides for each chapter. These are included as a teaching aid for classroom presentation, to make available to students on the network for chapter review, or to be printed for classroom distribution. Instructors can feel free to add their own slides for additional topics they introduce to the class.

ACKNOWLEDGMENTS

Thanks to the team at Course Technology for their support and encouragement during the writing of this book. A special thanks to Lisa Ruffolo, a superb editor who made working on this project a pleasure.

Thanks to the reviewers who provided plenty of comments and positive direction during the development of this book:

Debra Pahal
Taylor Technical Institute

Adam Roades
Interactive Media Corporation

Kenneth Wallace
Craven Community College

Thanks to the students in my HTML Authoring and Design class at Northeastern University, who never cease to amaze me with their creativity and enthusiasm for this new medium.

Thanks to Debra Cote for use of examples from her student project Web site. Thanks to the F. A. Cleveland Elementary School for use of examples from their Web site.

This book is dedicated to my wife Diana and to my daughter Samantha, who put up with too many days of Dad at the computer, and too few days at the beach. Thanks for your encouragement, support, patience, and love.

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